**SEM Project ~ Amusement Park/Hall of Fame**

Themes parks and Halls of Fame are full of marketing mediums such as ticket sales, music, entertainment, sponsorships, merchandise, souvenirs, staff, and more. Research one Theme Park or Hall of Fame to find out some of their marketing information.

***Are they successful in their marketing techniques? Do they cover the 4 P’s well?***

**Your Challenges Include:**

1. Market - Customer Demographics (Income, Gender, Education, Profession, Age)
2. Product - Business Season (Months & Hours of Operation)
3. Product - Content (Theme, Rides, Merchandise, etc)
4. Product - Entertainment (Music, Shows, Restaurants, etc)
5. Place - Location, Location, Location!!! (Climate, Community Involvement)
6. Price - Ticket Pricing, (Regular Pricing, Discounts, Season Tickets, etc)
7. Place/Price - Trip Planning (Trip Planning Tools, Brochures, Packages, etc)
8. Place/Price - Travel Accommodations
   1. Long Haul (Airfare, Hotels)
   2. Short Haul (Bus Trip, Car Ride)
9. Promotion - Media Marketing (TV/Radio Commercials, Billboards, Internet)
10. Promotion - Sponsorships (Theme, Food, etc.)
11. Did you focus on the Marketing Mix Elements throughout the presentation?
12. Did you provide any additional information you found important to your presentation?
13. Reference Page – Did you site your information sources?

**PowerPoint Presentations**

* 5-7 minutes in length
* ***At least*** 15 slides (Include all of the above components)
* Organized Presentation and Prepared to Present Information (Knowledgeable)
* Creative Presentation while Business Professional & Realistic
* Good Group Dynamics ~ Everyone Contributing to PPT & Presentation.
* PowerPoint
  + - Attractiveness – colors/images pleasing to the eye
    - Organization – content is well organized
    - Originality – Creative, Original (“Wow!” factor)
    - Mechanics – 7x7 rule, grammar & spelling
    - References – Included Sources

**Sources / References**

Your selected Theme Park/Hall of Fame probably has a website full of information!!!

Theme Park Insider - <http://www.themeparkinsider.com/>

International Theme park Services, Inc. - <http://www.interthemepark.com/>

Halls of Fame list - <http://www.answers.com/topic/list-of-halls-and-walks-of-fame>

**SEM Project Rubric ~ Theme Park/Hall O Fame (45pts)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Presentations** | **Scores** | | | | | | |
| **Length** 5pts 🡪 5-7 min. 4pts 🡪 3-5 min. 3pts 🡪 2-3 min. 2pt 🡪 <2 min. | 5 | 4 | | 3 | 2 | | 0 |
| **Components** **(2pts each)** **FOCUS ON MARKETING MIX: PRODUCT, PLACE, PRICING, DISTRIBUTION**   * Customer Demographics * Location (Climate, Community Involvement) * Business Season * Content (Theme, Rides, Merchandise, etc.) * Entertainment (Music, Shows, Restaurants) * Pricing (Discounts, Season Tickets, etc) * Trip Planning (Packages.) * Travel (Long/Short-haul) * Media Marketing * Sponsorships | 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
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| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
|  | |  | | |  | |
| **Group Organization and Preparation**  5pts 🡪 well prepared & organized 3pts 🡪 unprepared  4pts 🡪 somewhat prepared & organized 2pt 🡪 disorganized | 5 | 4 | | 3 | 2 | | 0 |
| **Group Dynamics**  5pts 🡪 everyone participates 1pts 🡪 one participates  3pts 🡪 most participate | 5 | 4 | | 3 | 2 | | 0 |
| **PowerPoint Presentations (2pts each)**   * Attractiveness – colors/images pleasing to the eye * Organization – content is well organized * Originality – Creative, Original (“Wow!” factor) * Mechanics – 7x7 rule, grammar & spelling * References – Included Sources | 10 | 8 | | 6 | 4 | | 0 |
|  |  | |  |  | |  |

Strengths (did a great job on):

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Constructive Criticism (suggested changes):

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Additional Comments or Questions???

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